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MAIL STOP AF	571-273-8300	
Commissioner for Patents		
P.O. BOX 1450		
Alexandria, VA 22313-1450		

FROM:	Bernard L. Kleinke, Esq.	
RE:	Applicants: Title: Appl. No.: Filing Date: Examiner: Art Unit:	David R. Miller, et al. HOUSEHOLD LEVEL SEGMENTATION METHOD AND SYSTEM 09/872,457 June 1, 2001 Corrielus, Jean M. 2162
FILE NO.	2174-101	
DATE:	January 17, 20	006

DESCRIPTION OF DOCUMENT, COMMENT OR SPECIAL INSTRUCTIONS:
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NUMBER OF PAGES SENT: 27 (including cover sheet)

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App. No. 09/872,457

Amdt. Dated January 17, 2006

Reply to Office Action of November 17, 2005 Atty. Dkt. No. 2174-101 (formerly 041581-2002)

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicants:

David R. Miller, et al.

Title:

HOUSEHOLD LEVEL SEGMENTATION

METHOD AND SYSTEM

Appl. No.:

09/872,457

Filing Date:

June 1, 2001

Examiner:

Corrielus, Jean M.

Art Unit:

2162

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Date of Deposit: January 17, 2006

Thereby certify that this correspondence is being facsimile transmitted on the date indicated above to the MAIL STOP AF Commissioner for Patents, P.O. BOX 1450. Afexandria, VA 22313-1450 at elephone No. 571-273-6300.

Bernard L. Kleicke

REPLY AND AMENDMENT TRANSMITTAL

MAIL STOP AF Commissioner for Patents P.O. BOX 1450 Alexandria, VA 22313-1450

Sir:

Transmitted herewith is:

A Reply and Amendment in the above-identified application

The Commissioner is hereby authorized to charge any additional fees which may be required either now or in the future regarding this application under 37 C.F.R. §§ 1.16-1.17, or credit any overpayment, to the Deposit Account No. 502635 of DUCKOR SPRADLING METZGER & WYNNE. Should no proper payment be enclosed herewith, as by a check being in the wrong amount, unsigned, post-dated, otherwise improper or informal or even entirely missing, the Commissioner is authorized to charge the unpaid amount to the Deposit Account. No. 502635 of DUCKOR SPRADLING METZGER & WYNNE. If any charges or fees must be paid in connection with the foregoing, concurrent or future communication (including, but not limited to, the payment of an extension fee or issue fees), or if any overpayment is to be refunded in connection with the above-identified application, any such charges or fees, or any such overpayment may be respectfully paid out of, or into, the Deposit Account No. 502635 of DUCKOR SPRADLING METZGER & WYNNE. If any such payment also requires a

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App. No. 09/872,457 Amdt. Dated January 17, 2006 Reply to Office Action of November 17, 2005 Atty. Dkt. No. 2174-101 (formerly 041581-2002)

petition or extension request, please construe this authorization to pay as the necessary petition or request, which is required to accompany the payment.

Please direct all correspondence to the undersigned attorney or agent at the address indicated below.

Respectfully submitted,

Bernard L. Kleinke

Attorney for Applicant

Registration No. 22,123

Date: January 17, 2006

DUCKOR SPRADLING METZGER & WYNNE A Law Corporation 401 West A Street, Suite 2400 San Diego, California 92101-7915

Telephone No.: 619,231,3666, Ext. 178

Facsimile No.: 619.231.6629

Email Address: kleinke@dsmwlaw.com

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## JAN 1 7 2006

App. No. 09/872,457 Amdt. Dated January 17, 2006 Reply to Office Action of November 17, 2005 Atty. Dkt. No. 2174-101 (formerty 041581-2002)

#### IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant:

David R. Miller, et al.

Title:

HOUSEHOLD LEVEL SEGMENTATION

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Filing

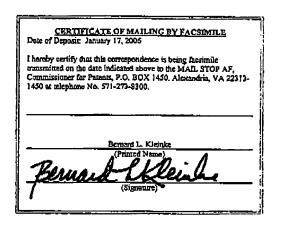
June 1, 2001

Date:

Examiner: Corrielus, Jean M.

Art Unit:

2162



### REPLY AND AMENDMENT

MAIL STOP AF Commissioner for Patents P.O. BOX 1450 Alexandria, VA 22313-1450

Sir:

In response to the Office Action dated November 17, 2005, please amend the above-identified application as follows:

Amendments to the Claims begin on page 2 of this paper.

Remarks/Arguments begin on page 6 of this paper.